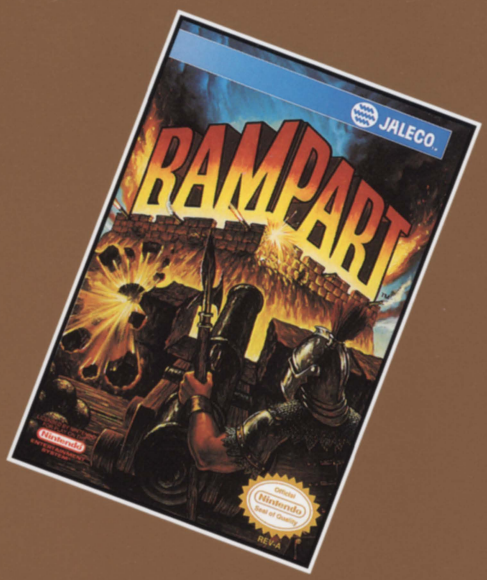
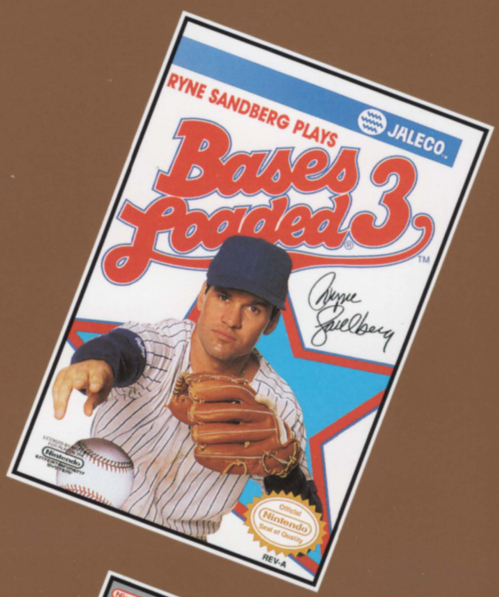
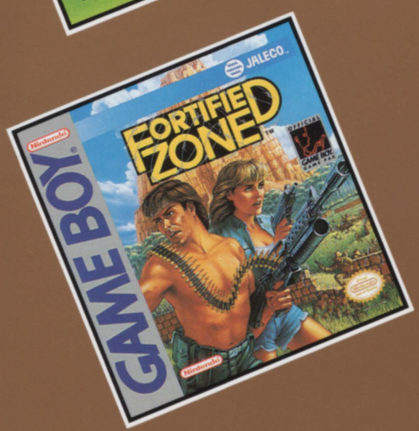
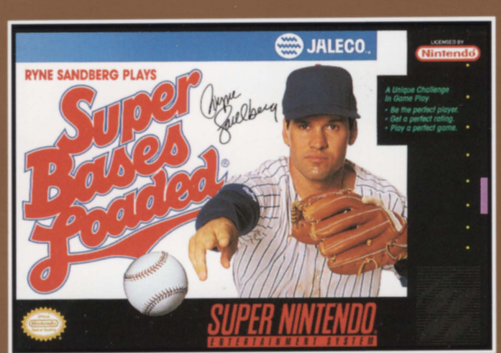
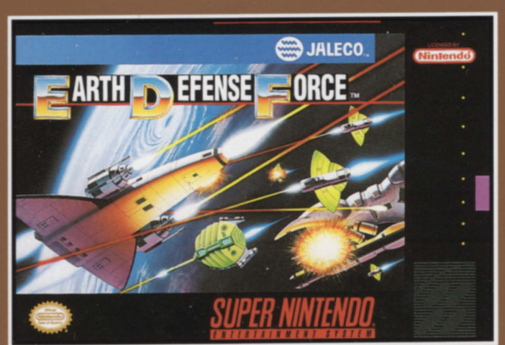


THE POWER OF JALECO!





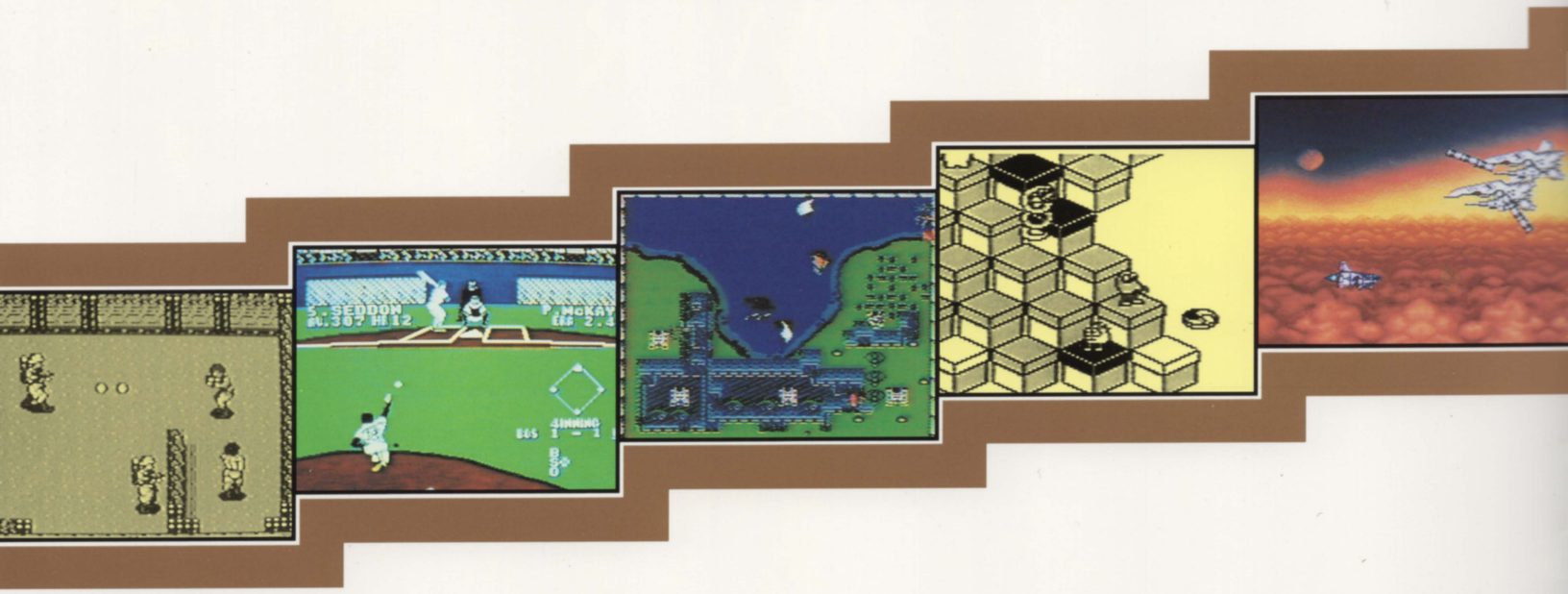




Power up with the most exciting games for all Nintendo Systems.

The 8-bit Nintendo Entertainment System® continues to power your sales.

- 40 million 8-bit NES game cartridges were sold in 1991.
- 50 million 8-bit players are hungry for new game titles.
- 93% of Nintendo Entertainment Systems sold are still in use.
- Jaleco® strongly supports you with a powerful line of NES games.



The Nintendo Game Boy® strengthens your customer base.

- Game Boy unit sales hit nearly 8 million in 1991.
- Software sales for Game Boy reached 25 million.
- Great growth potential for both kids and adults, who make up 46% of Game Boy market.
- Jaleco continues to issue new Game Boy titles—including the greatest arcade and action-packed adventure games.

The new 16-bit Super Nintendo Entertainment System™ gives you added power.

- 2.2 million 16-bit Super NES units were sold in 1991.
- Sales of game cartridges are expected to hit 6 million by the end of January '92.
- Jaleco introduced its first blockbuster hit just in time for the Christmas season—Ryne Sandberg Plays Super Bases Loaded; Earth Defense Force and Goal! are planned for a 1st Quarter 1992 release, when customers are looking for exciting new titles to play on their new Christmas hardware.

The most exciting sports games on the NES field.

- Jaleco continues to dominate NES sports games with new titles for all three Nintendo systems.
- New Ryne Sandberg endorsed version of Bases Loaded gives added sales power to the biggest sports seller for the NES.

The hottest licensed titles.

- Jaleco is licensing some of the most electrifying arcade and computer games to juice-up your sales.
- Rampart . . . the great arcade game . . . supported by a sky-high rating from Nintendo.
- Cyberball . . . the big arcade hit—explosive 21st Century cybernetic football!
- Q*bert . . . a classic arcade favorite for all ages—demanding fast hands and a sharp mind.
- Maniac Mansion II . . . sequel to the award-winning LucasFilm computer game—spine-tingling, new adventures in the house of madness.
- Young Indy . . . the Indiana Jones legend careens across the NES screen 3rd quarter; watch for the pilot show on ABC in February '92.

Hard-hitting advertising and promotions.

- Jaleco continues to stimulate consumer sales through strong advertising and promotion programs.
- Jaleco will maintain its leadership position in sports sponsorship.

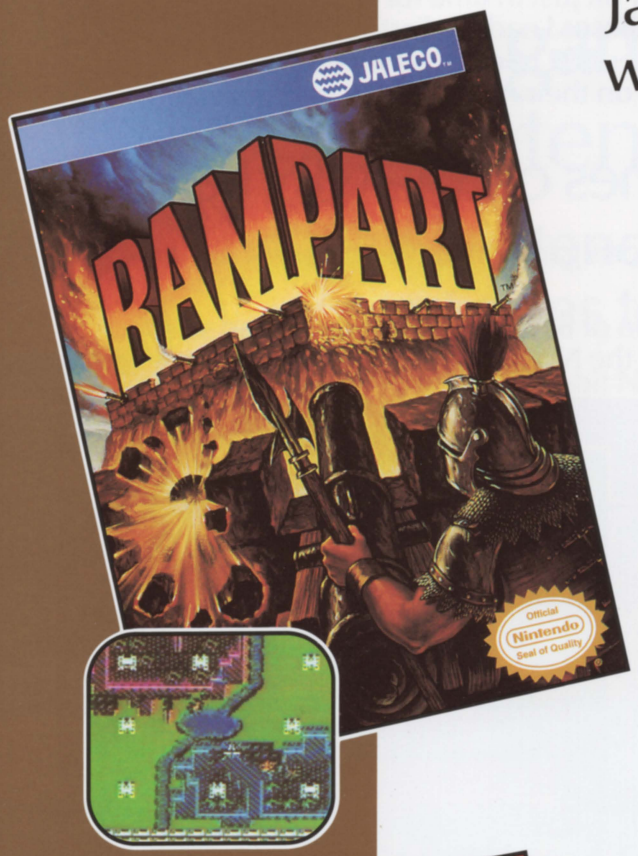
The dynamic growth of the NES game market has been fantastic. Through our partnership with you, Jaleco has grown right along with it. Thanks for your support.

POWERFLASH!

Jaleco explores the cutting edge of video game technology with new CD ROM development. Watch for new games in this format soon!

Power-packed games for the NES!

Jaleco comes on strong with creative new hits for '92!



Rampart™

The arcade smash hit takes the NES by storm! Battle after battle as players destroy each other's fortresses, then try to rebuild their own in a race against time. This is Medieval warfare at its nastiest.

- Intense battlefield competition; ideal for the 2-player NES market
- Players turn enemy castles and navies into cannon fodder
- Time limit to rebuild creates frenzied action and split-second decisions
- 1 or 2 players
- 4 levels of difficulty; 6 in 1-player mode
- Up to 9 battles for 2 players

Shatterhand™

The power to save the world is in players' hands in this exciting game of hand-to-hand combat. Highly rated by Nintendo Power Magazine, Electronic Gaming Monthly, Game Pro Magazine, and Video Games and Computer Entertainment Magazine as one of the best NES action games ever. An EGM "Editor's Choice Gold Award" winner. Players love its thrill-a-minute action!

- Graphics every bit as exciting as 16-bit
- 7 incredibly challenging levels of hard-hitting action
- Programmed adventure—player chooses which adventure to go on next
- 8 direction scrolling
- Players can build 1 of 8 satellite robot allies to fight alongside them in battle

Cyberball®

The fantastic arcade mega-hit explodes on the NES screen in a senses-shattering game of 21st Century robotic football. It's cyborg vs. cyborg in metal crunching combat. Not just a game—it's war!!

- Super-powered robots blow each other away with head-on collisions and metal-twisting body blocks
- Radioactive footballs reach critical mass and explode
- Rookie and advanced levels
- 100 offensive plays; 12 defensive formations
- 1 or 2 players vs. computer; 2 players head-to-head

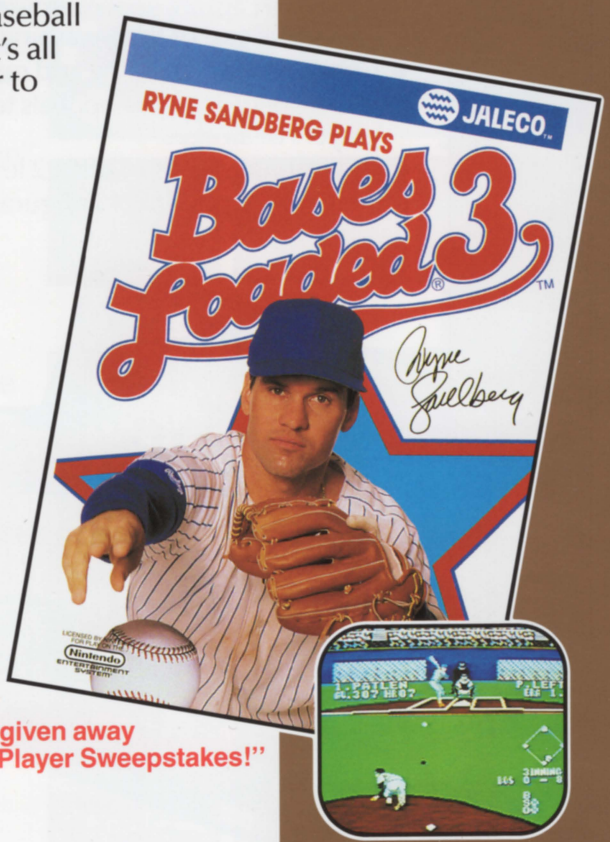
POWERFLASH!

Over $20,000 in prizes to be given away in Cyberball "Rock 'em Sock 'em Sweepstakes!"

Ryne Sandberg Plays Bases Loaded® 3™

The latest and greatest version of the biggest selling NES baseball series of all time! Pitching, hitting, stealing and bunting—it's all in the game that pits players against the toughest team ever to step over the chalk lines. Supported by Chicago Cubs All Star second baseman and 8-time Gold Glove winner, Ryne Sandberg.

- Bold new graphics; realistic "TV camera" views
- Unique rating system rates the player on 13 performance skills
- 5 challenging levels of competition
- Edit feature lets player create his own team
- 3 ballparks to choose from, each with different dimensions



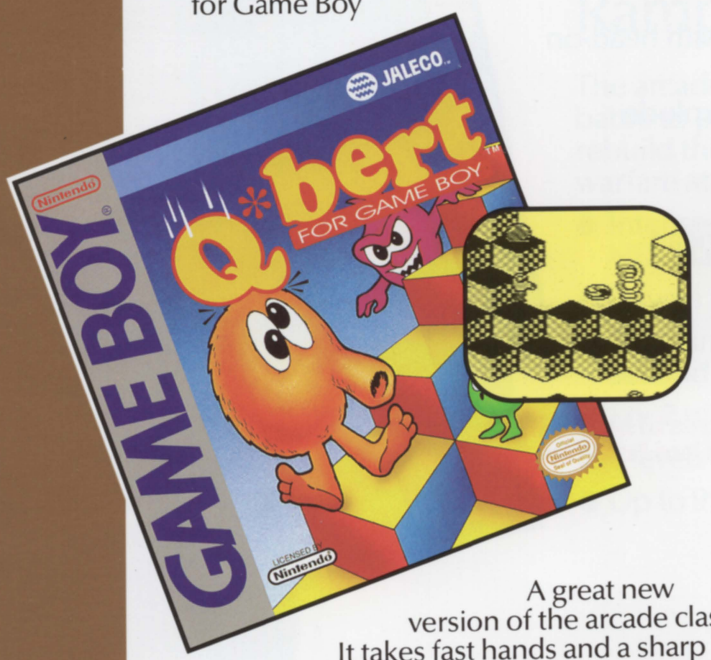
POWERFLASH!

Over $35,000 in prizes to be given away in Bases Loaded 3 "Perfect Player Sweepstakes!" Over 850 winners!

The power to go anywhere—Jaleco for Game Boy.

Jaleco puts more fun in players' hands.

Q*bert™ for Game Boy



A great new version of the arcade classic. It takes fast hands and a sharp mind to capture space and save Q*bert from a dangerous cast of time-warping characters.

- Combines fast-thinking and quick reflexes
- Stimulating challenge appeals to male and female players of all ages
- 64 exciting rounds of play; 2 levels of difficulty
- 20 different playfield configurations

Battle Unit Zeoth™

It's war! And more. On a battlefield that fits into the palm of the player's hand. This high-tech game of warfare arms players to the teeth. Then challenges them to show their guts.

- 5 levels of horizontal and vertical scrolling action
- Nuclear cannons, hyper bombs, beam guns and lasers keep the battle at fever pitch
- Tons of power ups to discover
- Non-stop, shoot-everything-that-moves action
- Jet-powered main character adds to the challenge

Fortified Zone™

The spy thriller comes to Game Boy! Male and female duo take on the world's most dangerous agents in a game that takes brainpower as well as firepower. Tests the nerve of even the most steeled player.

- 6 chilling rounds on four intricate levels
- 1 or 2 players
- Unique double-blind adventure with 2 players—players move independently through a challenging and deadly maze
- Combines strategy with shoot-'em-up action

Super-sellers for the Super NES!

We've got the hot, new hits for the hot, new hardware.

Goal!™

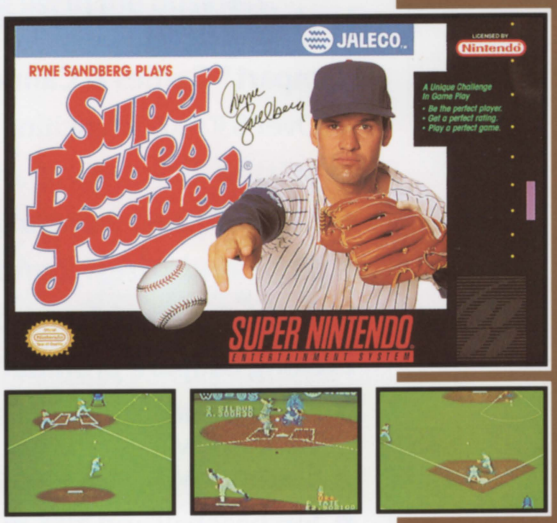
The most realistic soccer game on the Super NES field! Players perform all the breathtaking moves and body-slamming action of America's fastest growing school-age sport—hooks, slices, headers, dribbles, passes, bicycle kicks and more!

- World Cup simulation; players pick from 16 national teams
- 1 or 2 players vs. computer; or 2 players head-to-head
- Choice of tournament play—round robin or vs. computer mode
- Based on the original 8-bit game

Ryne Sandberg Plays Super Bases Loaded®

The biggest-selling baseball title in NES history makes an exciting major league debut on the Super NES. 16-bit big! 16-bit exciting! With larger players. More realistic plays. And dramatic new camera moves that stop just this side of 3-D!

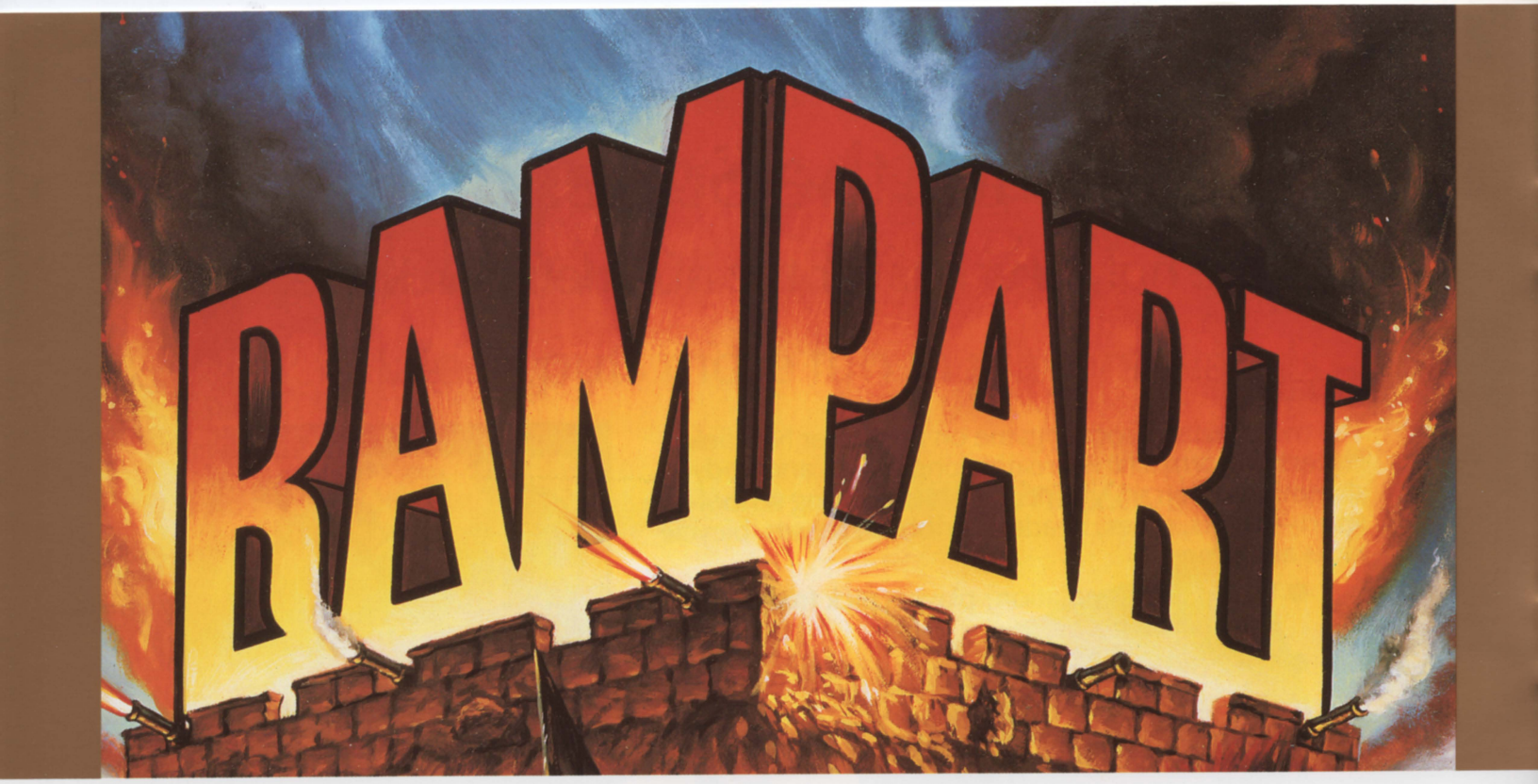
- Super graphics; super sound; super effects add up to the most realistic baseball game ever
- Unique rating system rates players on 13 performance skills to keep them coming back for more
- Game challenges players to "play the perfect game"
- 5 levels of play keeps competition at fever pitch
- Edit feature lets players create their own teams



Earth Defense Force™

A super saga of 23rd Century satellite warfare that can be summed up in three words—Action! Action! Action! Players have to think fast and shoot faster as they fight the alien firestorm. A game of astounding speed. The hardest hitting adventure to hit the Super NES!

- Spectacular 16-bit graphics
- 8 powerful high-tech weapons to choose from
- 6 thrilling levels of play, from above the clouds to deep inside the enemy spaceship
- 5 levels of vital weapon power-ups
- 2 gut-wrenching levels of difficulty



The power of Advertising & Promotions

Jaleco support creates massive awareness with the game player audience.

Rampart "Castles & Cannons Sweepstakes" will take 'em by storm!

- Over $30,000 in exciting prizes!
- 5 Grand Prizes! Rampart Arcade Games.
- 25 First Prizes! Rampart NES Video Games.
- 50 Second Prizes! Rampart Jerseys.
- Watch for special announcement and ad.

Exciting ballpark promotions open '92 Major League Baseball season.

- Jaleco's successful 1991 baseball promotions will continue—bigger and better than ever. Winners will get to play Bases Loaded 3 and Super Bases Loaded on ballpark DiamondVision screens, visit dugouts and meet Major League players.
- Top baseball and NES markets will be targeted.

Bases Loaded 3 "Perfect Player Sweepstakes" continues to swing for the fences.

- Over $35,000 in Prizes!
- 700 Grand Prizes! Personally signed and numbered, limited edition Ryne Sandberg Portrait on museum quality paper.
- 50 First Prizes! Bases Loaded 3 Jackets.
- 100 Second Prizes! 1-year subscription to TOPPS Magazine, the magazine of sports and card collecting.

POWERFLASH!

Watch for Jaleco on TV! Jaleco products are played again and again on syndicated video game shows.

Earth Defense Force 2nd Quarter promotion will take advantage of Easter, Father's Day, Graduation gift-giving season.

Cyberball "Rock 'em Sock 'em Sweepstakes" will blast away in 3rd Quarter.

- Over $20,000 in Prizes!
- 5 Grand Prizes! Cyberball 2072 Arcade Games.
- 50 First Prizes! Cyberball Jackets.
- 100 Second Prizes! Cyberball Jerseys.

Successful Wilson sports poster program to keep running hard.

Goal! cross promotion with kidSports Magazine will link Jaleco to another dominant sports company. kidSports promotes positive sports images through articles on up-and-coming amateur athletes, as well as the pros.

2nd and 3rd Quarter, multi-city shopping mall and year-long in-school programs will reach game players directly.

Jaleco will continue to be featured in Nintendo Campus Challenge.

Heavy mass media advertising gets game players fired up and delivers the facts they demand. Look for Jaleco game ads in:

- The Sporting News
- TOPPS Magazine
- kidSports Magazine
- Teenage Mutant Ninja Turtles Magazine
- Simpsons Illustrated Magazine
- Plus comics, video game and baseball park magazines, and DiamondVision screens

Jaleco direct mail programs hit NES owners where they live—and drive them into your stores.

- Nearly 1,000,000 players targeted with the largest mailing list in the business.

POWERFLASH!

Jaleco's dynamic and colorful packaging continues to create impact at retail with eye-catching designs!

Jaleco public relations programs for Ryne Sandberg Plays Bases Loaded 3, Ryne Sandberg Plays Super Bases Loaded, Rampart, Shatterhand and Q*bert for Game Boy will again deliver strong local-market exposure, national network and ESPN coverage, and Nintendo Power Magazine features.

ADVERTISING PROGRAM '92

ADVERTISING	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SPOT TELEVISION			Rampart	Rampart		Bases Loaded 3 Super Bases Loaded
CABLE TELEVISION			Rampart	Rampart		Bases Loaded 3 Super Bases Loaded
BALLPARK DIAMONDVISION				Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded
SYNDICATION	All Games	All Games	All Games	All Games	All Games	All Games
VIDEO GAME MAGAZINES	All Games	All Games	All Games	All Games	All Games	All Games
GENERAL INTEREST MAGAZINES	Bases Loaded 3 Super Bases Loaded Shatterhand	Bases Loaded 3 Super Bases Loaded Shatterhand	Bases Loaded 3 Super Bases Loaded Rampart	Bases Loaded 3 Super Bases Loaded Rampart		
BALLPARK MAGAZINES				Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded
MERCHANDISING						
BALLPARK PROMOTIONS				Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded	Bases Loaded 3 Super Bases Loaded
SWEEPSTAKES/CONTESTS	Bases Loaded 3	Bases Loaded 3	Rampart	Rampart	Rampart	Rampart
NINTENDO CAMPUS CHALLENGE	All Games	All Games	All Games	All Games	All Games	All Games
IN-STORE & MALL PROMOTIONS	All Games	All Games	All Games	All Games	All Games	All Games
DIRECT MARKETING						
BOUNCE BACK POST CARDS	All Games	All Games	All Games	All Games	All Games	All Games
CONSUMER MAILINGS	All Games	All Games	All Games	All Games	All Games	All Games

NO ONE GIVES YOU A MORE POWERFUL LINE-UP THAN THE JALECO SALES FORCE!

JALECO

JALECO SALES & MARKETING REPRESENTATIVES

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(P) 503-297-8696
(F) 503-297-8693
Washington, Oregon, Alaska, W. Idaho

C.H. STEBBINS & ASSOC.
5360 Cross Roads Manor
Atlanta, GA 30327
(P) 404-980-9650
(F) 404-980-9651
Georgia, Alabama, Mississippi, Tennesse, N. & S. Carolina

DE SOTO MARKETING
4700 Hiatus Road, Suite 143-B
Sunrise, FL 33351
(P) 305-749-9754
(F) 305-749-9834
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E.L. HORN & ASSOC.
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Rockville, MD 20850
(P) 301-417-2940
(F) 301-417-9761
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GIBBCO
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Edina, MN 55439
(P) 612-831-4890
(F) 612-831-4216
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Olathe, KS 66062
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(F) 913-829-0424
Nebraska, Kansas, Missouri, Iowa

HEARTLAND MARKETING
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Omaha, NE 68104
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(F) 402-451-5229
Nebraska, Kansas, Missouri, Iowa

HEARTLAND MARKETING
9 Tracy Drive
St. Peters, MO 63376
(P) 314-281-0347
(F) 314-281-2922
Nebraska, Kansas, Missouri, Iowa

JACK CARTER ASSOC.
10825 Burbank Blvd.
N. Hollywood, CA 91603
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(F) 818-980-4130
S. California, Arizona, Nevada (Clark County only)

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(F) 408-437-1831
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(F) 617-837-8825
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(F) 516-922-6367
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(F) 708-448-9572
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